

Management System: [Communications and Public Affairs](#)

Subject Area: Media Relations

Procedure 2 – Coordinating Media Outreach and Interactions

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1.0 Applicability

This procedure pertains to all Environmental Management Consolidated Business Center (EMCBC) employees particularly the Director, Public Affairs Representatives and Site Public Affairs Staff who may be planning an activity, which might be of interest to people outside the U.S. Department of Energy (DOE).

2.0 Required Procedure

Step 1	<p>When EMCBC program or line management officials are planning an action that has a reasonable potential to prompt media inquiries, or that has a potential to further the EMCBC goals through communication of its activities, they should contact their site Public Affairs Office.</p> <p>NOTE: Examples of these types of activities include, but are not limited to, the release of an important contract; a major new program activity; a report critical of some area of DOE or its contractors; and the release of environmental documents.</p>
Step 2	<p>The Site Public Affairs Office in concert with the EMCBC line management official prepares a strategy for announcing/explaining the program. The primary tools are:</p> <ul style="list-style-type: none">• Press releases,• Responses to queries,• Media advisories,• Press conferences and public meetings
Step 3	<p>The Site Public Affairs Office coordinates with other parties (EMCBC Management, DOE Management, other sections of the DOE, contractors, community groups, other Federal or Government agencies, etc.) to ensure the</p>

	strategy is acceptable to all parties involved.
Step 4	The Site Public Affairs Office will then execute the plan in concert with the identified players.
Step 5	The Site Public Affairs Office will inform those appropriate (i.e., line management, EM Office of Communication and External Affairs, EM-3) about the outcome of the media interaction.
Step 6	The Site Public Affairs Office will monitor the media to capture the story and then distribute it to those appropriate (i.e., EM-3). The Site Public Affairs Office will maintain any records produced as a result of this procedure.

3.0 References - None

4.0 Records Generated

Records generated through implementation of this procedure are identified as follows, and are maintained by the Office of the Director in accordance with the EMCBC Organizational File Plan:

Records Category Code	Records Title	Responsible Organization	QA Classification (Lifetime, Non-Permanent or N/A)
ADM 14-42-A	News Media Materials – Non-Environmental Restoration or Remediation – News Media Case Files	Office of the Director	N/A
ENV 01-I	Public Involvement Records – Environmental Restoration or Remediation – News Media Case Files	Office of the Director	N/A